

wash, gel, chewing gum, lozenge or buccal adhesive patch.

7. The method of desensitizing teeth of claim 1 in which the amount of desensitizing agent is about 0.1 to 30% by weight of the composition.

8. The method of desensitizing teeth of claim 10 in which the amount is about 1 to 15% by weight.

9. The method of desensitizing teeth of claim 11 in which the amount is about 2 to 12% by weight.

10. The method of desensitizing teeth of claim 1 in which the cation is potassium or strontium.

11. The method of desensitizing teeth of claim 1 in which the polyelectrolyte is water swellable and is a salt of polyacrylic acid having molecular weight of 450,000 to 4,000,000 and a degree of neutralization of about 40 to 90%.

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